



Info@starklawlibrary.org

Stark County Law Library Association

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BEGINNERS

FindLaw.com

**The email address,
info@starklaw
library.org really
works! TRY IT!!**

Continuing our series of web-sites you should know and use, this month we are featuring FindLaw <<http://www.findlaw.com/>>. FindLaw is organized into six basic areas, one for legal professionals; a section for students; an area for the public; My FindLaw which allows customization the site; Legal News; and Business. Read what Google has to say about FindLaw...

FindLaw, the most frequently visited legal site on the Internet, provides a comprehensive set of legal resources for legal professionals, businesses, students, and the public. These resources include LawCrawler®, a full-text Web search engine powered by Google and geared specifically to legal research, as well as cases and codes, legal news, an online career center, and community-oriented tools.

Fast, accurate search results are essential to giving FindLaw's users access to the data they need — a significant challenge, since new legal resources are added to the site daily.¹

FindLaw was also recently featured in the "Law Research" section of the LawResearch News Letter, 'Just The LawLinks.' A site designed for legal professionals.²

FindLaw features an active Message Board area at: <<http://boards.lp.findlaw.com/>> and offers more than 50 electronic newsletters in many subject areas at: <<http://newsletters.findlaw.com/>>. It also provides a portal to the top legal sites on the Web.

Gems that are not easily found at the site include:

- The Encyclopedia of Law and Economics <<http://encyclo.findlaw.com/>>
- Medical Demonstrative Evidence <<http://medpics.findlaw.com/demindex.php>>
- Supreme Court Center <<http://supreme.lp.findlaw.com/>>
- Health Hippo <<http://hippo.findlaw.com/hippohome.html>>
- Corporate Counsel Center <<http://corporate.findlaw.com/>>
- LegalMinds which contains links to list serves in many law related areas. <<http://legalminds.findlaw.com/>>
- FindLaw Sports at <<http://news.findlaw.com/legalnews/sports/>>, and Entertainment at: <<http://news.findlaw.com/legalnews/entertainment/index.html>>
- Medical Demonstrative Evidence at: <<http://findlaw.doereport.com/>>
- Expert Witness Directory at: <http://marketcenter.findlaw.com/experts_consultants.html>.

**“FindLaw, the
most frequently
visited legal site
on the Internet,
provides a
comprehensive set
of legal resources
for legal
professionals,
businesses,
students, and the
public.”**

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FindLaw.com (Continued)

- Class Action and Mass Tort Center at: <<http://classaction.findlaw.com/>>.
- Intellectual Property at: <http://biz.findlaw.com/intellectual_property/>.

If you read our blawg at:
<<http://temp.starklawlibrary.org/>

[blog/](#)>, you will see that we frequently cite Findlaw publications. Settle into your chair and enjoy clicking around. I am sure that you will enjoy the quality, quantity and timeliness of the articles you find.

INTERMEDIATE

Contextual Ads



After reading the following item from the TVC Alert service,

While written for marketers, searchers will benefit from understanding contextual ads (<http://searchenginewatch.com/searchday/article.php/3298961>). Overture recently announced it would offer a separate contextual advertising program. Google will likely follow.³

I began to wonder.. What are contextual ads? And should our lawyers know about them?

The Search Engine Watch article referenced above likens contextual ads to niche magazine ads. Pick up *Money* magazine and you get ads for investment firms, retirement plans, high end cars and expensive jewelry. A good definition of contextual ads comes from Danny Sullivan, “when ads are delivered based on the content of a Web page being viewed,

usually in an automated or semi-automated manner.”⁴

Contextual ads resemble banner ads in that they are placed on websites. However they have several advantages over banner ads:

- Banner ads are usually placed on a site-by-site basis, making them quite time consuming to place.
- Banners tend to be intrusive and graphic-laden, whereas contextual ads tend to be text-based and have higher consumer receptivity and tend to generate a higher click-through rate.⁵

Contextual ads are similar cost wise to search ads in that you bid for placement and pay-per-click. This poses a bit of a problem because the goals of each are quite different. A retailer looking for immediate sales will get better results with a search ad, whereas a marketer looking for lead generation or long-term client

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Contextual Ads (Continued)

acquisition would do better using both. Many marketers believe that the less relevant contextual ads should cost less.⁶

Want a good reason to try contextual advertising? Think volume and exposure. Consider all the sites you

visit each day on the Web. Most of these are candidates for contextual advertising.... For a company wanting widespread exposure on the web, I can't think of another medium that has the potential reach of contextual advertising.⁷

ADVANCED

Outsourcing Part 3

A few problems that are facing the project and off-shore outsourcing as a whole are the importance of maintaining attorney-client confidentiality and the fact that Indian lawyers are trained in British Common Law and may not know the subtleties of U.S. law, legal trends in the States.

While outsourcing work to small firm or solo lawyers seems to benefit all, offshore-outsourcing is quite another matter. "According to a recent study by researchers at the University of California at Berkeley, legal assistants and paralegals working in India on behalf of U.S. law firms earn, on average, between \$6 and \$8 per hour. That's about one-third of what their counterparts in the United States are paid."⁸

One of the largest law firms in the country is considering moving some 'back-office functions to India,' saying that the firm "would simply be mirroring the behavior of its international business clients."⁹

West, the legal-publishing unit of Thomson Corp., is testing an outsourcing program in India where "Indian lawyers may one day interpret and synthesize U.S. court decisions for subscribers of Westlaw,

the online legal network relied upon by thousands of practicing U.S. attorneys."¹⁰

West is quick to point out however that just a few months into the program, "the half-dozen or so Indian lawyers have been doing online interpretation and legal-classification of "unpublished decisions" of U.S. state and lower courts that are not considered big deals -- or "precedential" in legal parlance. West editor-lawyers, who make up to \$100,000 per year, continue to do the "published opinion" work and are editing the work of the Indian lawyers."¹¹

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FOOTNOTES

- ¹ "FindLaw and the Google Search Appliance Overview." Google Search Appliance. ©2003. Google. 21 January 2004. <<http://www.google.com/appliance/case4.html>>.
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